

# 2017 Economic Census

## Census Scientific Advisory Committee Briefing

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December 7, 2018

# Economic Census Background

- Authorized under Title 13 U.S.C., Section 131 to take, compile, and publish censuses of manufacturers, of mineral industries and of other businesses every fifth year; Response required by law
- Data are collected every 5 years, for years ending in '2' and '7'
- Content developed in cooperation with business and government
- Most comprehensive measurement of the U.S. economy, providing statistics at the national, state and local levels
- Provides information on industry revenues and other measures of American business performance that are consistent, comparable, and comprehensive across industries and geographic areas

# Economic Census Data Users

- The Bureau of Economic Analysis (BEA) uses the data for gross domestic product (GDP), personal consumption expenditures (PCE), and national income and product accounts (NIPA)
- Centers for Medicare and Medicaid Services (CMS) uses Economic Census data as input into geographic health care spending by state
- The Federal Reserve Board (FRB) uses Economic Census data as a benchmark for industrial production (IP) and industry capacity numbers
- The Bureau of Labor Statistics (BLS) uses Economic Census data as input into the producer price index (PPI)
- Used by trade associations, economic development agencies, governments and individual businesses for business decisions and policymaking

# Economic Census Coverage

## Scope

Core coverage of 18 industrial sectors  
(951 North American Industry  
Classification System (NAICS) Industries):

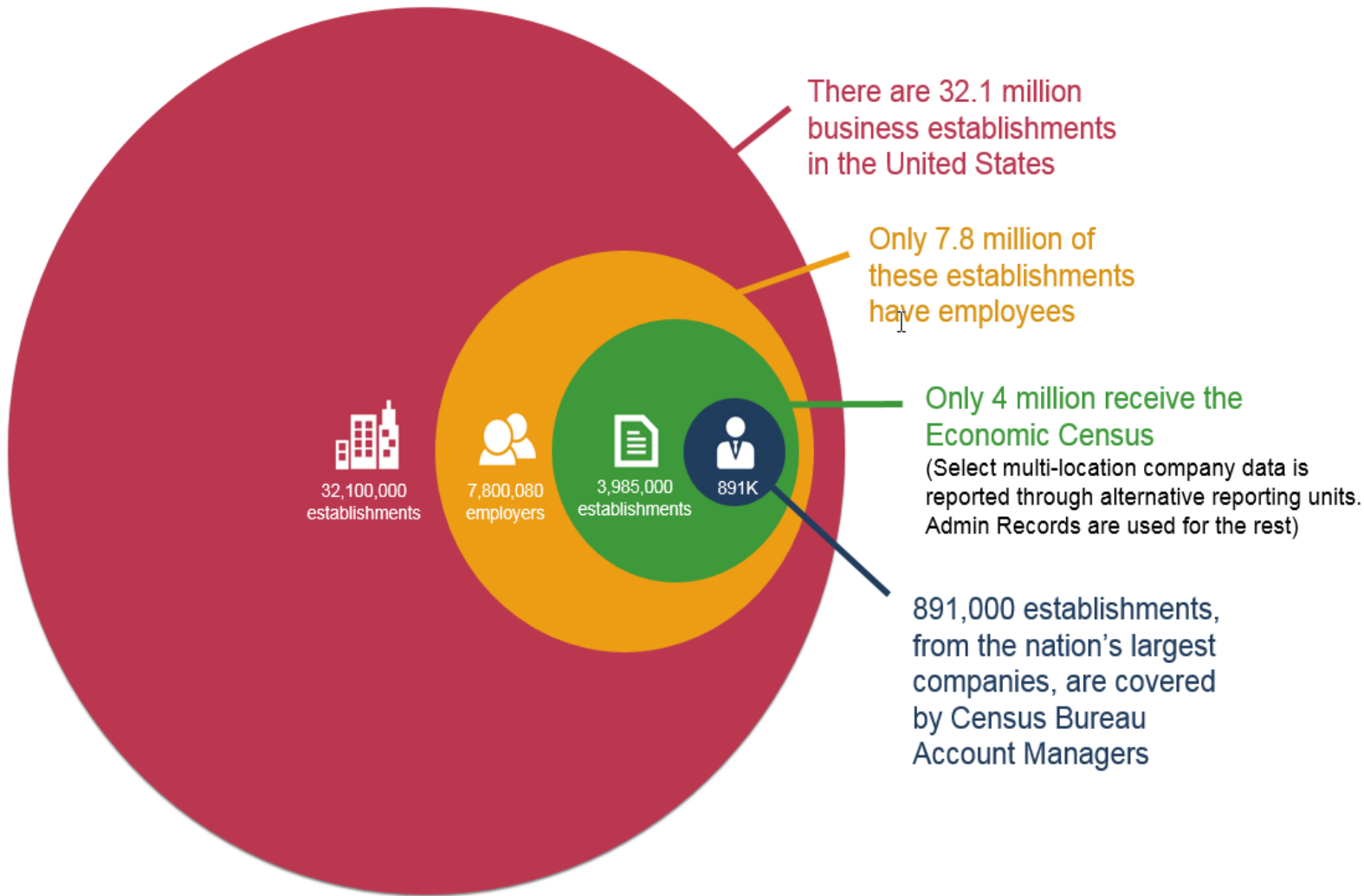
By geographic area:

By Island area:

## Data Collected

- 7,900 goods and services products on the new North American Product Classification System (NAPCS) basis
  - Business location
  - Statistics on key economic data items, such as number of establishments, payroll, employment and sales/revenue/shipments
  - Additional topics such as number of locations, inputs and outputs, capital expenditures, inventories, and intellectual capital
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- Nearly 21,000 geographic areas: U.S., States, Metro areas, Counties, Places, and U.S. Territories
  - 15,000+ Cities and towns, and 41,000+ ZIP Code areas
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- Puerto Rico
  - Commonwealth of the Northern Mariana Islands
  - American Samoa
  - Guam
  - U.S. Virgin Islands

# U.S. Business Target Universe



# Economic Census - Activities By Year

Task by Fiscal Year	2015	2016	2017	2018	2019	2020	2021
General Planning	x	x	x	x	x	x	x
Project Plan Development	x	x					
Schedule Development	x	x	x	x			
Project Management			x	x	x	x	x
OMB Presubmission & Approval		x	x				
Questionnaire Content Development		x	x				
Electronic Instrument Development		x	x	x			
Collection Strategy Development		x	x				
Publication Plan Development		x	x				
Data Review Systems Development		x	x	x	x		
Analytical Review Plans Development			x	x			
Data Dissemination Systems Development			x	x			
Data Collection, Response Monitoring & Processing				x	x		
Data Review				x	x	x	x
Data Dissemination					x	x	x

# Program Changes for 2017

- All Electronic Collection
  - New Electronic Instrument
    - Online reporting for all companies
    - 800+ questionnaire paths tailored for NAICS industry-specific data collection
  - Paper option available for U.S. territories
- Implementing New Content
  - North American Product Classification System (NAPCS) economy-wide
  - Industry-specific content
- Economy-wide data releases

# Mailings

- Data Collection for the Economic Census is conducted in two parts:
  - Classification Mailing
    - Mailed February 1, 2018. Due date was March 15, 2018.
    - Requests primary business activity information from 390 thousand selected single-location businesses.
  - Main Econ Census Mailing
    - Mails in early May 2018. Due date was June 12, 2018.
    - Requests full set of economic data for almost 3.7 million U.S. business locations, including the U.S. Territories.



# Data Collection

- Respondent Support
  - Account Managers
  - Respondent Advocate
  - New Respondent Portal
  - How-To Videos

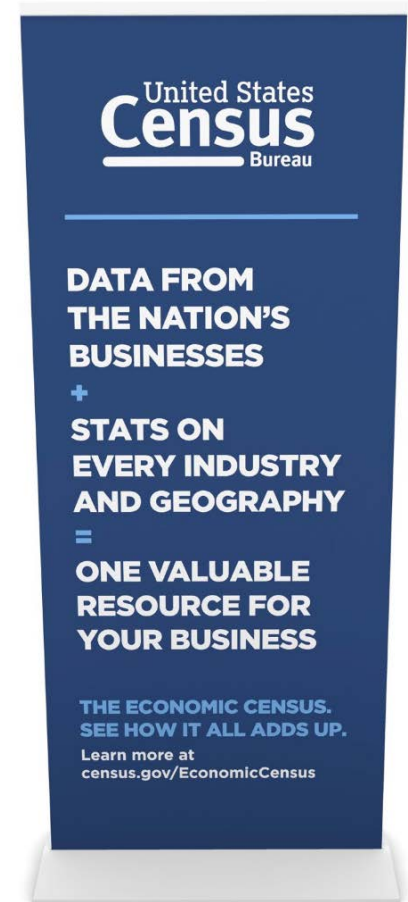
<https://www.census.gov/programs-surveys/economic-census/technical-documentation/how-to-videos.html>

# U.S. Territories Data Collection

- Outreach activities, including response promotion, were conducted with local governments of U.S. territories
  - Contacts were established for each Island
  - Introductory letters sent to Governors
  - Meetings set up with local Chambers of Commerce and news media during visits
  - Traveled to American Samoa, Commonwealth of the Northern Mariana Islands, and Guam in early April – provided support on incoming calls and nonresponse follow-up
  - Traveled to Puerto Rico and St. Thomas (USVI) in early August – discussed hurricane impacts on potential response for both territories; St. Thomas to provide nonresponse support
- Paper forms were mailed to small companies, with Spanish paper forms available for Puerto Rico small companies

# Outreach Activities

- Consistent look and feel
- Promotional campaign
- Intermediary meetings/activities
- Conferences
- Congressional outreach
- Social media
- Webinars

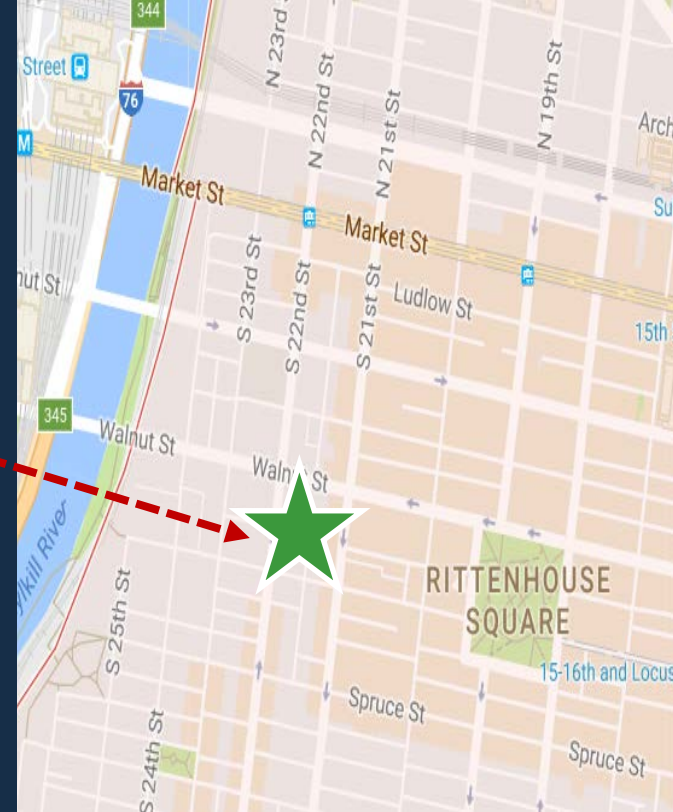
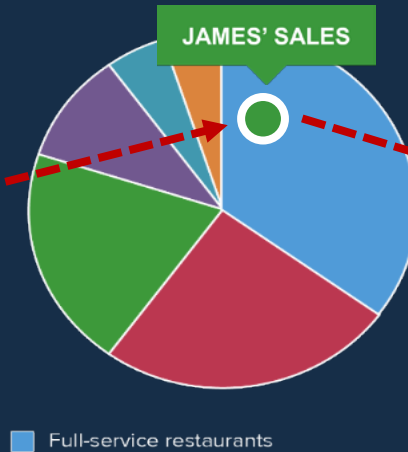




## Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



## Using Census Bureau Statistics

- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online
- With industry trends and zip code level data, he identified a downtown spot with high potential for growth

*Where did these statistics come from?*

- They came from James' first restaurant and all the other companies who responded to Census Bureau surveys. Together, their data fueled the local, state, and national statistics used for planning and decision making.



“It All Adds Up”



# Status Update – Collection

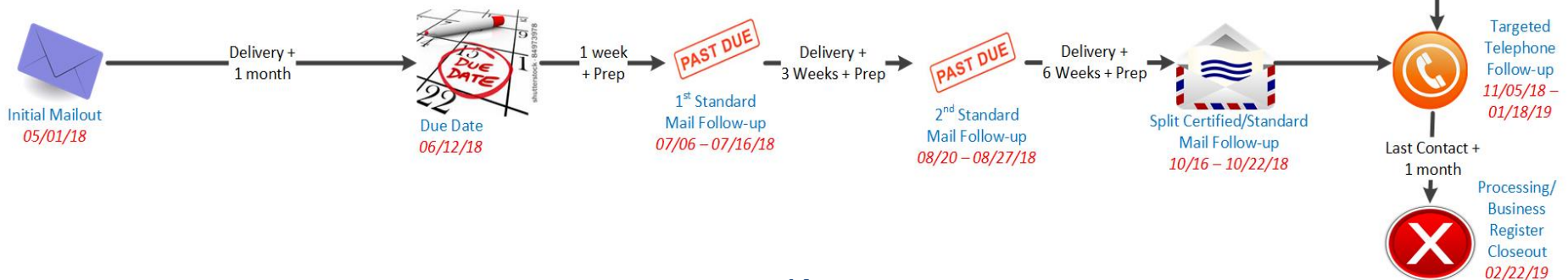
- Iterative implementation of contact strategy research through the use of annual survey programs has provided invaluable information to improve our follow-up methodology
- Testing has enabled data-driven decisions, leading to a comprehensive, integrated, cost-effective contact strategy to maximize response for the 2017 Economic Census

## Contact Strategy – 2017 Economic Census

MUs and Priority SUs (Includes DDR & OGC):



All Other SUs:



# Current Check-in Rates

- Economic Census Check-in Rates (excluding Island Areas):
  - Main Mailing
    - Total = Slightly behind compared to 2012 response rates (days past mailout)
      - Multi units = even
      - Single units = behind
      - Island areas = ahead
  - Classification Mailing
    - Total = significantly behind

# Status Update – Collection

- Incoming Phone Operations
  - Total Calls – a large number of incoming calls to the Call Centers since May 1; more than 25% handled by Interactive Voice Response (IVR)
- Account Managers for largest companies
  - Analysts to continue making contact with these companies until report forms are returned



# 2017 Data Product Release Schedule

Series	Description	Planned Release
First Look Report	General statistics data at the 2 – 6 digit NAICS level	September 2019
Geographic Area Series	General statistics data at the U.S., State, Metro Area, County, and Place level for 2 – 6 digit NAICS level	January 2020 – November 2020
North American Product Classification System (NAPCS) Tables	NAICS by NAPCS at the U.S. and state level, NAPCS by NAICS at the U.S. level	November 2020
Final Releases	Establishment and firm size data, industry specific subjects	November 2020 – September 2021
All Releases Complete	Zip code level data, comparative and bridge reports	December 2021

# Questions for the Committee

- We have attempted to promote response through various methods, including intermediaries (i.e., trade associations, chambers of commerce) and promotion materials. Are there other methods that could be implemented to increase overall response?
- Based on your experience/expertise, is the removal of a paper instrument a deterrent to response, especially for smaller reporting units (single location businesses)?
- Looking toward the 2022 Economic Census, we want to reduce respondent burden while providing the data of greatest need to stakeholders. How can we best reach our stakeholders (Federal government, private industry, academia/researchers, public, etc.), in a cost-effective manner, to identify which current data collected/disseminated meets the highest level of need for stakeholders?

# Contact Information

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